

Mark McKenna Little

Author, Speaker and Trusted Advisor

Mark McKenna Little built a multi-million dollar financial advisory firm by being a Trusted Advisor in every sense of the term. However, at one point in his career, he was ready to leave the business world; not because he wasn't financially successful (he had built a multi-six figure business for himself), but because he was overwhelmed. In 2004, at age 48, he had too many clients, worked 84 hours per week.

Rather than quit his business, Mark decided to try one last thing: Mark discovered the power of focus and became passionate about relentlessly implementing a plan to optimize his business and his life. First he identified 17 Ideal Clients within his client base of 1,242, and then politely disengaged from 1,225 of his Non-Ideal Clients. Within 36 months those remaining 17 Ideal Clients helped him grow his ideal community of clients to 91. He was able to reduce his workweek to 36 hours working only 3 days a week while quadrupling his income to well over \$1million per year of predictable recurring revenue. Most importantly, however, his Ideal Clients loved the new level of attention they were able to receive, and they became extremely loyal clients who entrusted Mark with 100% of their financial affairs. All of this was accomplished during the terrible years of the financial markets from 2000 – 2002.

*Mark Little has written several books including **The Roadmap To Success**, along with Stephen Covey, Ken Blanchard and Bill Bachrach. Mark speaks about the systematic and organized “checklist driven” processes that he has developed and followed to successfully provide fully comprehensive financial*

FEE SCHEDULE

½ Day – North America	Full Day – North America	International
\$5,750	\$9,750	Half day: \$9,750 Full day: \$16,500 <small>all funds are in U.S. Dollars</small>
Up to 3.5 hours	Up to 7 hours	Half Day: Up to 3.5 hours Full Day: Up to 7 hours
<i>These fees may include a keynote and breakout sessions</i>		
<i>Expenses Billed Separately</i>		
<i>North America: Flat fee of \$1,500 for travel and \$125 per diem for transfers, meals, tips, etc.</i>		<i>Two Business Class or First Class airfare ticket, hotel accommodations, airport transfers or car rental and \$125 per diem for meals, tips, etc.</i>